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Ram Truck Unveils New 1500 Express

HEMI® performance and sport-truck appearance target younger customers and first-time buyers

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Ram Truck today unveiled the new 2011 Ram 1500 Express.

The Ram 1500 Express -- originally announced Feb. 15, 2011 under the code name Adventurer -- is a new Ram Truck model aimed squarely at first-time buyers and owners who are looking for a vehicle with performance and style that they can customize and make their own.

"We're excited about the addition of this new model to the Ram 1500 lineup," said Fred Diaz, Ram Truck President and CEO and Head of National Sales -- Chrysler Group LLC. "There's nothing that compares to the high-performance value represented by the Ram 1500 Express. Ram 1500 Express combines great looks and MPG along with HEMI horsepower, torque, towing and payload, all at a fantastic price. It gives the youth or first-time truck buyer an opportunity to show off a great looking ride, with unsurpassed V8 entry-level capability, in a tremendous value-priced package."

Plans to launch the new Ram 1500 Express were pulled ahead after company executives saw a groundswell of support for the then-just-announced Ram Tradesman.

The Ram Tradesman -- unveiled Feb. 9, 2011 at the Chicago Auto Show -- is a value-priced, HEMI®-powered Ram 1500 regular cab truck that appeals to a cost-conscious, new-vehicle buyer who doesn't want to give up performance and capability.

The new Ram 1500 Express -- like the Ram Tradesman -- offers buyers a standard HEMI V8 engine with a 20 mpg rating for the same price competitors are charging for their V6 engines.

Mopar has announced that it will have hundreds of accessories available for buyers who are looking to personalize their Ram 1500 Express.

"Given that the Ram 1500 Express is an aggressively priced truck, owners will have plenty left over to personalize and customize their ride," said Pietro Gorlier, President and CEO of Mopar, Chrysler Group's service, parts and customer-care brand. "For this truck, Mopar will offer more than 300 quality-tested accessories from which to choose."

Loaded with Features

In addition to the 5.7-liter HEMI V8 engine with 390 horsepower and 407 lb.-ft. of torque, Ram 1500 Express comes loaded with features that emphasize its high-performance character.

The first thing drivers will notice is the Ram 1500 Express' racy, monochromatic paint scheme. A body-colored grille with black honeycomb inserts, body-colored front fascia and body-colored rear fascia with chrome-tipped dual exhausts shout "high-performance." The new Ram model will also get fog lamps and 20-inch aluminum wheels with locking lug nuts. There's also a locking tailgate, cargo lamp, rear-bumper step pad, 6" x 9" side-view mirrors and rear wheel-well liners.

Standard features also include a 160-amp alternator, 26-gallon fuel tank, 3.55 rear axle ratio, 700-amp maintenance-free battery, four and seven-pin trailer wiring harness, heavy-duty front and rear shock absorbers, front and rear stabilizer bars, power rack-and-pinion steering, halogen headlamps, heavy-duty engine and transmission cooling and

a full-size spare tire.

Inside, the 1500 Express will get a heavy-duty vinyl 40/20/40 split-bench seat, and buyers will have a choice of vinyl or carpeted floor covering. Other features include air conditioning, an instrument cluster with tachometer and 120-mph speedometer, 12-volt auxiliary power outlet, four-spoke tilt steering wheel, six-speaker media center with CD and MP3 player, as well as audio jack input for mobile devices, automatic headlamps, behind-the-seat storage bins, driver and passenger assist handles, power accessory delay, rear dome lamp, rear-view day/night mirror, tinted glass windows, tip start and variable intermittent windshield wipers.

Safety features include advanced multistage front air bags, supplemental front curtain and side air bags, anti-lock four-wheel disc brakes, electronic stability control, height-adjust shoulder belts, sentry key theft deterrent system and tire pressure monitoring warning lamp.

Ram 1500 Express is available in Bright Silver Metallic, Bright White, Brilliant Black Crystal Pearl, Deep Cherry Red Crystal Pearl; Deep Water Blue Pearl; Flame Red, Hunter Green Pearl and Mineral Gray Metallic.

Options for Personalization

Buyers can choose their own options. In addition to a Class IV receiver hitch, Ram 1500 Express is available with long list of options.

Factory-installed exterior options include Mopar chrome tubular side steps, Mopar chrome steel bed rails, folding and heated trailer-tow power mirrors with supplemental signals and courtesy lamps, spray-in bedliner and under-rail bedliner.

Inside, buyers can choose a cloth 40/20/40 split-bench seat, Uconnect voice command with Bluetooth, rear-view auto-dim mirror, remote USB port, sliding rear window, cruise control, instrument cluster with vehicle information center display screen, tire pressure monitoring display, power one-touch windows, remote keyless entry, Sirius Satellite Radio and either carpet or rubber floor mats.

There's also choice of two optional rear-axle ratios (3.21, 3.92), anti-spin differential, engine block heater and trailer brake controller.

Ram 1500 Express comes as a regular cab, short-bed model, with a choice of 4x2 or 4x4 drivetrain. When equipped with an optional Class IV hitch, the new Ram 1500 Express will tow a maximum trailer weight of 10,450 lbs.

Manufacturer's Suggested Retail Price for the new Ram 1500 Express will start at \$23,830, including \$975 destination charge. It will arrive in Ram Truck dealerships in second quarter 2011.

About the Ram Truck Brand

The Ram Truck brand continues to establish its own identity and clearly define its customer since its launch as the newest Chrysler Group LLC vehicle brand. Creating a stand-alone brand for Ram trucks has allowed us to concentrate on how our core customers are using their trucks and what new features they'd like to see. Whether focusing on a family that uses its half-ton truck day in and day out, a hard-working Ram Heavy Duty owner or a business that depends on its commercial vehicles every day, Ram has the truck market covered.

For 2011, the Ram Truck brand adds the hardest-working Ram trucks — the Ram 3500, 4500 and 5500 Chassis Cab trucks — to its already award-winning truck lineup which includes the rugged and reliable Dakota, Ram 1500 – the most-awarded Ram truck ever – and Ram 2500 / 3500 Heavy Duty pickups.

The Ram Truck brand has the most innovative lineup of full-size trucks on the market. Ram Truck has emerged as a full-size truck leader by investing substantially in new products, infusing them with great looks, refined interiors, durable engines and features that further enhance their capabilities. Ram trucks now boast these segment exclusives:

- Coil spring rear suspension on Ram 1500 for best-in-class ride and handling
- Available RamBox® lockable and lighted bedside storage

- In-floor storage on all Ram crew cabs
- The largest cab in the market – Ram HD Mega Cab
- Standard six-speed manual transmission on all diesel models.

Truck customers – from half-ton to commercial – have a demanding range of needs and require their vehicles to provide high levels of capability. The Ram 1500, 2500, 3500 pickups and chassis cabs are designed to deliver a total package.

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